

# THE TRAVELER

NEWS FROM THE IOWA TOURISM OFFICE

July 2002

**Join the Iowa Tourism Office as we bid farewell to Mike with a picnic dinner on August 7.**

The fun begins at 6:00 p.m. at Yellow Banks Park, located three miles southeast of Pleasant Hill. The Tourism Office staff will provide the place settings, side dishes and dessert; all you need to bring is the meat and beverage of your choice. The party — held rain or shine — is open to anyone, including friends, spouses and children. If you'd like to attend or have questions, please contact Shawna Lode at [shawna.lode@ided.state.ia.us](mailto:shawna.lode@ided.state.ia.us) or 888-472-6035. We hope to see you there! ■

## MIKE MURWIN ANNOUNCES RETIREMENT

Congratulations to Mike Murwin who is taking advantage of the state of Iowa's early retirement program and will depart the Iowa Tourism Office on August 15. A 16-year veteran of the Department of Economic Development, Mike has worked in tourism since 1988 on projects including the Iowa State Fair, the Iowa Tourism Conference and the Cooperative Advertising Program. **Best wishes, Mike. We'll miss you!**



## FOUR COMMUNITIES RECEIVE VISION IOWA ASSISTANCE IN JUNE

Governor Tom Vilsack and Lt. Governor Sally Pederson joined the state's Vision Iowa board recently in awarding the Des Moines Menace Foundation a \$2.5 million grant from the Vision Iowa program. The state's investment will assist in the creation of a new stadium for the soccer team.

Three other awards announced during the Board's monthly meeting in Des Moines were made through the Community Attraction and Tourism Program (CAT). A component of Vision Iowa, CAT provides assistance to smaller initiatives.

"When Vision Iowa was created, it was our hope that it

would improve the quality of life for residents and make Iowa a more attractive destination for travelers," Vilsack said. "These new projects bring us even closer to achieving this important goal."

### Vision Iowa award recipient:

**Des Moines Menace Foundation, Urbandale**  
(City population: 29,072) — \$2.5 million grant.

Funding supports: The Menace Foundation plans to construct a new stadium for the Des Moines Menace Soccer Team. The project includes land acquisition, site work, and construction of a 6,500-seat stadium with 21 skyboxes. Amenities include concession areas, locker rooms and

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***Vision Iowa Awards – continued from page 1***

restrooms, and meeting rooms/classrooms. The facility can accommodate up to 12,000 spectators for stage events, such as concerts or shows. Future development plans include the addition of a visitor canopy and increased seating, bringing the total capacity to more than 17,000.

**Community Attraction and Tourism award recipients:**

**Marshall County Nature Center, Marshall County  
(County population: 39,311) — \$100,000 grant.**

Funding supports: The money will be used to construct a new 6,481-square-foot nature center. The facility will include public meeting space, an educational area, a library and an outdoor amphitheater.

**Scott County Library and Headquarters Facility,  
Scott County (Eldridge)**

**(County population: 158,668) — \$250,000 grant.**

Funding supports: This award will be made over two years and is contingent upon the completion of local fundraising. This project entails renovating the Scott County Library facility to provide room for more activities. It also includes constructing a new countywide headquarters building. Once completed, officials expect a 20 to 30 percent increase in library usage.

**Waverly/Shell Rock Soccer Complex, Waverly  
(City population: 8,968) — \$100,000 grant.**

Funding supports: The Waverly/Shell Rock Soccer Complex includes development of nine full-size soccer fields on 36 acres in southeast Waverly. Eight will be configured as full-size fields or multiple smaller fields for young players. One field will be constructed with lighting and seating for high school and competitive games. All fields will be irrigated. The complex will have paved parking, a maintenance building, and a building for equipment, concessions, restrooms and shelter. The complex paths will be connected and become part of the local recreational trail system.

Also at the June meeting, the board voted to issue notices of intent to consider and establish negotiating teams to determine awards for the following projects: Cass County Community Center, Atlantic; Rogers Sports Complex, Fort Dodge; Monona Family Aquatic Center, Monona; Scott County/Bettendorf Family YMCA, Bettendorf; and Traer Public Library and Cultural Center, Traer.

The Vision Iowa board will meet again July 10 at the Holiday Inn on Fleur Drive in Des Moines. Contact Program Manager Nichole Warren with any questions at [nichole.warren@ided.state.ia.us](mailto:nichole.warren@ided.state.ia.us) or 515-242-4827. ■



## CRISTIAN MOROSAN JOINS TOURISM TEAM

**I**n early June the Iowa Tourism Office welcomed Cristian Morosan, an intern from Iowa State University. Cristian is a native of Romania who recently received his MS in Hotel, Restaurant and Institution Management. He is currently working towards a PhD in the same area of study. In exchange for college credit, Cristian will work with Tourism Office Marketing Manager LuAnn Reinders on research-related projects. ■

## NEW **CERTIFIED** TRAVEL COUNSELORS

Two front-line workers at Iowa Welcome Centers recently passed an Iowa tourism “exam” and are now Certified Iowa Travel Counselors. The Counselors will receive a specially designated certificate and name tag. Iowa’s newest tourism experts are June Mueller from the Sergeant Floyd Welcome Center and Anne Sween from the Emmetsburg Welcome Center. Congratulations. ■

## IOWA TOURISM CONFERENCE OFFERS NEW EXPERIENCES IN 2002



**M**ore than 400 people are expected at the fast-approaching Iowa Tourism Conference, scheduled for October 21 – 23 in Sioux City. Using the theme “How the West is Fun,” the annual event includes several new twists in 2002, including:

- ◆ A message from Fred Lounsberry, Chair of the Travel Industry Association of America and Senior Vice President of Sales, Universal Studios Recreation Group.
- ◆ An evening reception at Sioux City's newly restored Orpheum Theater.
- ◆ A joint dinner with attendees from the Nebraska Tourism Conference.
- ◆ A special presentation about the Lewis and Clark expedition in Iowa and Nebraska.

Learn about all of the opportunities for networking, educational sessions and fun at the conference by visiting the Travel Industry section at [www.traveliowa.com](http://www.traveliowa.com). Or contact the Iowa Tourism Office at 888-472-6035 or [tourism@ided.state.ia.us](mailto:tourism@ided.state.ia.us) and request more information. ■

## IOWA TOURISM AWARDS AND SILENT AUCTION INFO AVAILABLE ON-LINE OR BY REQUEST

**P**resentation of the Iowa Tourism Awards and the Silent Auction are yearly high points of the Iowa Tourism Conference. Iowa's travel industry is currently invited to submit nominations for tourism awards and provide items for the Silent Auction. The appropriate forms for both the auction and awards are on-line now in the Travel Industry section at [www.traveliowa.com](http://www.traveliowa.com). They are also available by request by contacting the Tourism Office at 888-472-6035 or [tourism@ided.state.ia.us](mailto:tourism@ided.state.ia.us). The forms will not be sent in a mass mailing this year. ■

## FLORA SCHMIDT OFFERS SCHOLARSHIP

Former Manchester Chamber of Commerce director Flora Schmidt has again generously agreed to sponsor one college student's registration to the Iowa Tourism Conference. The Iowa Tourism Office is currently accepting applications from students who are interested in receiving the Flora Schmidt Scholarship. Contact Programs Manager Lonie Mezera at 888-472-6035 or [lonie.mezera@ided.state.ia.us](mailto:lonie.mezera@ided.state.ia.us) with questions or to request a scholarship application. ■



## IOWA STATE FAIR BEGINS AUGUST 8

**N**early 50 exhibitors in the Iowa Tourism Building will welcome more than 150,000 visitors during the 2002 Iowa State Fair. Each exhibitor in the air-conditioned building will tout tourism attractions in their city or area and will provide information to curious travelers. Again this year, the Iowa Tourism Office will offer fair-goers a chance to win an Amana refrigerator. The Tourism Building is open every day from 9:00 a.m. to 9:00 p.m. ■



## GET THE PICKLE



**O**ne of the highlights of the recent Iowa Tourism Unity Day was the video titled "Give 'em the Pickle," featuring customer service expert Bob Farrell. The Iowa Tourism Office has purchased this popular video and is making it available to the tourism industry. Organizations may check out the video for periods not longer than 10 days, and a \$650 deposit is required. Upon return of the video, the deposit will be refunded in full. To learn more about how you can bring Bob's motivating message to your local tourism partners, contact Tourism Office Programs Manager Lonie Mezera at [lonie.mezera@ided.state.ia.us](mailto:lonie.mezera@ided.state.ia.us) or 888-472-6035. ■

**IOWA**  
DEPARTMENT OF  
ECONOMIC DEVELOPMENT

200 East Grand Avenue  
Des Moines, Iowa 50309

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